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Competitive Coupon

MEMORANDUM

To: Roy Whalen

From: John Dent

Date: April 26, 1993

Subject: Competitive Coupon Tracking Report - Outline

Cc: Kristina Piirimae
Rick Schrager
Brian Reed
Michael Pailas

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Roy, below is an outline of the proposed Competitive Coupon Tracking Report. Please let us know if this meets your needs.

OUTLINE

- Product list will consist of 15 brands at the pack and carton level
- Report will be generated monthly - based on most current 4wk period
- Will use a 24 week static
- One Report for each of the 4 Census Regions
- Report will provide Total # of transactions, Total # of Coupon transactions, and Total # of Redeemers
- Report will provide % of coupon transactions by type and value
- Timing for delivery - First report delivered 4 weeks from authorization
- On going reports will be delivered 5 to 6 weeks after close of period
- Cost will be provided once the specifications are finalized

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Source: https://www.industrydocuments.ucsf.edu/docs/xsgj0004